



WKMG

Print Date: 11/05/12

Page 2 of 3

Contract / Revision

260892 Flight Dates 10/02/12-10/08/12

Hiatus Dates

Original Date / Revision 10/01/12 / 10/05/12

Order Sep 00:15:00

Advertiser Pol/Pres/D/Barack Obama Product OBAMA FOR AMERICA

Estimate # 1905

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Totals		
													Type	Spots	Amount
E 4	WKM	10/07/12	10/07/12	CBS Sunday Morning	CM	9-1030a	-----1	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
				CBS Sunday Morning											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----1		1	\$1,400.00			0.00					
E 5	WKM	10/03/12	10/08/12	11-12p Price Is Right	CM	11a-12p	M-WTF--	:30	5	\$1,200.00	P-2	0.00	NM	5	\$6,000.00
				Price Is Right											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/12	10/08/12	M-WTF--		5	\$1,200.00			0.00					
E 6	WKM	10/03/12	10/05/12	Local 6 News 12-1230p	CM	12-1230p	--WTF--	:30	4	\$850.00	P-2	0.00	NM	4	\$3,400.00
				Local 6 News 12-1230p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	--WTF--		4	\$850.00			0.00					
E 7	WKM	10/08/12	10/08/12	Local 6 News 12-1230p	CM	12-1230p	1-----	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00
				Local 6 News 12-1230p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	1-----		1	\$900.00			0.00					
E 8	WKM	10/07/12	10/07/12	1030-1130a Face Nation	CM	1030-1130a	-----1	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
				Face The Nation											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----1		1	\$1,800.00			0.00					
E 9	WKM	10/03/12	10/08/12	530-6p The Insider	CM	530p-6p	M-WTF--	:30	2	\$650.00	P-2	0.00	NM	2	\$1,300.00
				Insider											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/12	10/08/12	M-WTF--		2	\$650.00			0.00					
E 10	WKM	10/03/12	10/08/12	News at 6p	CM	6-630p	M-WTF--	:30	2	\$1,000.00	P-2	0.00	NM	2	\$2,000.00
				News at 6p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/12	10/08/12	M-WTF--		2	\$1,000.00			0.00					
E 11	WKM	10/08/12	10/08/12	Mon Prime 9p	CM	9-930p	1-----	:30	1	\$13,000.00	P-2	0.00	NM	1	\$13,000.00
				2 Broke Girls											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	1-----		1	\$13,000.00			0.00					
E 12	WKM	10/03/12	10/03/12	Wed Prime 8p	CM	8-9p	--1---	:30	1	\$9,000.00	P-2	0.00	NM	1	\$9,000.00
				Survivor											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	--1---		1	\$9,000.00			0.00					
E 13	WKM	10/04/12	10/04/12	Thu Prime 9p	CM	9-10p	---1---	:30	1	\$9,000.00	P-2	0.00	NM	1	\$9,000.00
				Person of Interest											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	---1---		1	\$9,000.00			0.00					
E 14	WKM	10/03/12	10/08/12	M-F 11p News	CM	11-1135p	M-WTF--	:30	2	\$1,700.00	P-2	0.00	NM	2	\$3,400.00
				M-F 11p News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/12	10/08/12	M-WTF--		2	\$1,700.00			0.00					
E 15	WKM	10/06/12	10/06/12	College Football Today	CM	3-330p	-----1-	:30	1	\$600.00	LUR	0.00	NM	1	\$600.00
				College FB Today											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----1-		1	\$600.00			0.00					
E 16	WKM	10/07/12	10/07/12	NFL TODAY	CM	various	-----1	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
				NFL TODAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----1		1	\$3,000.00			0.00					



WKMG

Print Date: 11/05/12

Page 3 of 3

Contract / Revision

260892 Flight Dates 10/02/12-10/08/12

Hiatus Dates

Original Date / Revision 10/01/12/ 10/05/12

Order Sep 00:15:00

Advertiser Pol/Pres/D/Barack Obama Product OBAMA FOR AMERICA

Estimate # 1905

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals		
														Spots	Amount	
E 16	WKM	10/07/12	10/07/12	NFL TODAY	CM	various	-----1	:30	1	\$3,000.00	P-2	0.00	NM		1	\$3,000.00
				NFL TODAY												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/01/12	10/07/12	-----1		1	\$3,000.00			0.00						
E 17	WKM	10/06/12	10/06/12	NCAA Football 12n Gam	CM	1130p-3p	-----S-	:30	1	\$850.00	LUR	0.00	NM		1	\$850.00
				Navy at Air Force												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/01/12	10/07/12	-----S-		1	\$850.00			0.00						
E 18	WKM	10/06/12	10/06/12	NCAA Football 3p Gam	CM	various	-----1-	:30	1	\$7,000.00	P-2	0.00	NM		1	\$7,000.00
				NCAA 3pm Game		(3:30 PM-7:00 PM)										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/01/12	10/07/12	-----1-		1	\$7,000.00			0.00						
E 19	WKM	10/06/12	10/06/12	Lcl 6 Sports Access	CM	7-8p	-----1-	:30	1	\$600.00	LUR	0.00	NM		2	\$600.00
				Local 6 Sports Access												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/01/12	10/07/12	-----1-		1	\$600.00			0.00						
	Spot	Ch	Date Range	Description		Start/End Time				<u>Weekdays</u>	Length	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
				1 V	KMG 10/01/12-10/07/12 Lcl 6 Sports Access	7-8p			-----Sa--	:30	(\$600.00)	0.00	NM			
				See MG 19.2, 19.3												
		2	V	KMG 10/01/12-10/07/12 Lcl 6 Sports Access		7-8p			-----Sa--	:30	\$300.00	0.00	NM			
				④ MG for 19.1 10/06												
				[2-4-1 per Todd]												
		3	V	KMG 10/01/12-10/07/12 Lcl 6 Sports Access		7-8p			-----Sa--	:30	\$300.00	0.00	NM			
				④ MG for 19.1 10/06												
				[2-4-1 per Todd]												
E 20	WKM	10/07/12	10/07/12	NFL Game 1	CM	various	-----1	:30	1	\$4,150.00	LUR	0.00	NM		1	\$4,150.00
				NFL Game 1		(1:00 PM-4:00 PM)										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/01/12	10/07/12	-----1		1	\$4,150.00			0.00						
E 21	WKM	10/07/12	10/07/12	NFL Game 2	CM	various	-----1	:30	1	\$4,750.00	LUR	0.00	NM		1	\$4,750.00
				NFL Game 2		(4:00 PM-7:00 PM)										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/01/12	10/07/12	-----1		1	\$4,750.00			0.00						
Totals														34	\$74,450.00	



WKMG

ORDER

Print Date 11/05/12 Page 1 of 4

Flight Dates 10/30/12-11/06/12Contract / Revision

263141 /

Product**OBAMA FOR AMERICA SKED- C**Order Sep 00:15:00Original Date / Revision

10/26/12 10/30/12

Agency Com 15%Estimate # 1897Billing ContactAlt Order # 06397935Advertiser **Pol/Pres/D/Barack Obama**

New till 02/05/09

3050 K Street NWBilling Type Cash**Suite 100**Order Type GENERAL**Washington, DC 20007**Billing Cycle EOM/EOCAgency **GMMB**Billing Calendar BROADCASTBuying ContactSales Office PHIDemographic A35+Sales Region NATRev Codes AGY POL CANDAgency RefProduct Codes PL-Presidential-DemocratPriority P-2Advertiser Ref**3050 K Street NW****Suite 100****Washington, DC 20007**Primary Account Executive

Kristen Waskie

Account Executive Order% Start Date End Date

Kristen Waskie 100%

Order Share 100% Market Value 103900

<u>Competing Station</u>	<u>% of Order</u>	<u>Amount</u>
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

Order Totals

<u>Month</u>	<u># of Spots</u>	<u>Net Amount</u>	<u>Gross Amount</u>	<u>Rating</u>	<u>Start Date</u>	<u>End Date</u>	<u># Spots</u>	<u>Net Amount</u>	<u>Gross Amount</u>
November 2012	56	\$88,315.00	\$103,900.00	0.00	10/29/12	11/06/12	56	\$88,315.00	\$103,900.00
Totals	56	\$88,315.00	\$103,900.00	0.00					

Billing Plan

<u>Totals</u>																
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
E 1	WKMG	10/31/12	11/05/12	Morn News at 5a	CM	5-530a	M-WTF--	:30	4	\$450.00	P-2	0.00	NM	4	\$1,800.00	
				Morn News at 5a												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/30/12	11/05/12	M-WTF--		4	\$450.00			0.00						
E 2	WKMG	11/06/12	11/06/12	Morn News at 5a	CM	5-530a		-1-----	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
				Morn News at 5a												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 11/05/12	11/11/12	-1-----		1	\$450.00			0.00						
E 3	WKMG	10/31/12	11/05/12	Morn News at 530a	CM	530-6a	M-WTF--	:30	4	\$700.00	P-2	0.00	NM	4	\$2,800.00	
				Morn News at 530a												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/30/12	11/05/12	M-WTF--		4	\$700.00			0.00						
E 4	WKMG	11/06/12	11/06/12	Morn News at 530a	CM	530-6a		-1-----	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
				Morn News at 530a												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 11/05/12	11/11/12	-1-----		1	\$700.00			0.00						



WKM**G**

Print Date: 11/05/12

Page 2 of 4

Contract / Revision

263141 Flight Dates 10/30/12-11/06/12

Hiatus Dates

Original Date / Revision 10/26/12 / 10/30/12

Order Sep 00:15:00

Advertiser Pol/Pres/D/Barack Obama Product OBAMA FOR AMERICA SKE Estimate # 1897



WKMG

Print Date: 11/05/12

Page 3 of 4

Contract / Revision

263141 Flight Dates 10/30/12-11/06/12

Hiatus Dates

Original Date / Revision 10/26/12/ 10/30/12

Order Sep 00:15:00

Advertiser Pol/Pres/D/Barack Obama Product OBAMA FOR AMERICA SKE Estimate # 1897



WKMG

Print Date: 11/05/12

Page 4 of 4

Contract / Revision

263141

Flight Dates 10/30/12-11/06/12

Hiatus Dates

Original Date / Revision

10/26/12/ 10/30/12

Order Sep 00:15:00

Advertiser Pol/Pres/D/Barack Obama Product OBAMA FOR AMERICA SKE Estimate # 1897

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 27	WKMG	11/03/12	11/03/12	Sat 1135p-1205a	CM	1135p-1205a	-----1-	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
Inside Edition Wknd															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----1-		1	\$450.00			0.00					
E 28	WKMG	11/03/12	11/03/12	Sat 1205-105a	CM	1205-105a	-----1-	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
Extra Wknd															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----1-		1	\$350.00			0.00					
E 29	WKMG	11/04/12	11/04/12	Sun 1135p-1235a	CM	1135p-1235a	-----1	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
Cold Case															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----1		1	\$450.00			0.00					
														Totals	56\$103,900.00